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### Montana State Parks: Visitor Profile and Media Awareness

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2012

# Montana State Parks: Visitor Profile and Media Awareness



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12/12/2012



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# **Montana State Parks: Visitor Profile and Media Awareness**

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Research Report 2012-9

December 2012

This report was funded by the Montana State Parks, a division of Montana Fish, Wildlife and Parks

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## Executive Summary

The purpose of this study was to understand resident use of Montana State Parks, the value of state parks to Montana residents, and the effect of media campaigns on state park use. To assess Montanan's use of state parks and the overall effects of ad campaigns, 4,158 residents responded to an intercept survey. A more in-depth on-line survey was completed by 582 residents. Results reflect views of residents 18 years and older.

### Intercept survey results (N=4,158)

- 52% (398,240 MT residents) 18 and over enjoyed MT State Parks at least once in the year.
- 74% (566,730 MT residents) 18 and over said they visited other public lands in the past year.
- 88% (673,950 MT residents) 18 and over were active in outdoor recreation during the past year.
- 34% (260,390 MT residents) 18 and over recall seeing a MT State Park TV commercial; 8% (61,270 MT residents) recall hearing the radio ad; 7% (53,610 MT residents) recall seeing a newspaper ad about MT State Parks; In total, 48% of the Montana population recall seeing or hearing media regarding Montana State Parks.

### On-line survey results (N=582)

- 98% of respondents had visited a Montana State Park at some point in the last 10 years.
- 99.6% of respondents said it was important for Montana to have state parks.
- Media Usage:
  - The traditional media venues of radio, newspaper, and TV news were the most likely places for respondents to get their information. On-line news sites were also used often. Social media sites like Facebook and Twitter were used much less often.
  - 90% of respondents indicated that they saw or heard media regarding Montana State Parks with 51% of them reporting it was via a TV commercial, 50% in the newspaper, 40% in the TV news, 37% on the MT State Parks website, and 34% on the radio; 67% said the MT State Parks media messages had a positive effect on them and 54% said it persuaded them to visit a state park.
- Value of MT State Parks:
  - 81% of respondents said they value MT State Parks for their recreation opportunities.
  - 79% value MT State Parks for their natural areas.
  - 74% value MT State Parks for their historical and cultural significance.
  - 72% value MT State Parks for their family recreation opportunities.
  - 53% value MT State Parks for their educational opportunities.
- Top motivations for visiting MT State Parks:
  - for the recreation activities (61%); the park is close to home (57%); to spend time with my family (53%); for the camping (45%); access to water (44%); it is easy to get to (43%); free entry (43%).
- Top activities engaged in at MT State Parks:
  - relaxing (78%); enjoying nature (64%); picnicking (62%); hiking (59%); fishing (55%); camping (55%); water activities (46%); learning about history & culture (42%).

This study confirmed that over half of Montana residents 18 and older use Montana State Parks at least once a year and that the importance of having state parks is agreed upon by all residents. Overall, Montanans enjoy their state parks and they use them for a variety of reasons. Traditional media outlets will reach potential and current state park users and the media messages used recently have been seen or heard by many.

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## Introduction

Montana State Parks operates 54 parks statewide. These parks, themed as cultural parks, nature parks, and water-based parks provide a range of amenities from history and culture to natural scenery and water recreation. The majority of the state park system funding is through a vehicle registration fee of \$6.00 per vehicle as well as state bed tax dollars and fees for uses such as camping. By far, the majority of state park visitors are Montana residents, although nonresidents enjoy the parks as well. As a backbone of history, culture, and recreation for the state, Montana State Parks are a valuable resource. Keeping the parks in the minds of residents and understanding their use of the parks is an important part of operating and maintaining the Montana State Park system.

## Purpose and Objectives

The purpose of this project was to determine who is using state parks, how they use the parks, and whether or not a state park media campaign was successful in increasing awareness of Montana State Parks. Specifically, the objectives of this study were:

1. To identify types of state park users by demographics (age, education, income, residence, and employment); by psychographics (activities, types and numbers of parks visited, media habits, and feelings held for the state parks).
2. To calculate the awareness of the state park advertising campaign.

## Methods and Response Rate

Three methods were employed to gather data for this project. First, surveyors from the Institute for Tourism and Recreation Research (ITRR) were stationed around the state to intercept residents of Montana for research. These surveyors were located at gas stations and some rest areas in cities and towns around Montana. Gas stations and rest areas were considered neutral locations at which any resident with a car is likely to be encountered. A list of on-site survey locations can be found in Appendix A. When residents were intercepted, they were asked 7 up-front questions. The up-front intercept data was weighted by gender and by county population based on U.S. Census Bureau estimates to accurately represent Montana's population and gender split. Only Petroleum and Treasure Counties were not represented in the intercept data set. These two counties represent 0.1 percent of Montana's total population. A total of 4,387 residents of Montana were intercepted for this project. Of those intercepted, 4,158 residents agreed to answer the up-front survey, resulting in a 95% response rate (Table 1).

The second method was to ask the intercepted residents if they would complete an additional survey on-line. Each resident was given a post card with a link to the survey instrument instructing them to go on-line to complete the survey. People were given an incentive for a chance to win one of two \$250 VISA gift cards if they completed the on-line survey. The on-line survey was completed by 412 residents (Table 1). This represents a 10 percent response rate of those intercepted.

The third and final method involved asking residents who had previously agreed to complete ITRR recreation and tourism surveys via an on-line panel to participate in this study. ITRR maintains a travel and recreation on-line research panel and continually adds panel members throughout the year. All

panel members voluntarily join to assist in research. They are recruited through intercept surveys in Montana, the Montana Office of Tourism website, and through friends. Panel members earn points for completing surveys and are entered in a yearly drawing for a \$500 VISA gift card. This panel was used as another method of reaching Montana residents. This survey was sent to all Montana residents of the panel. There were 170 panel members who completed the same survey as the intercepted residents who went on-line. The response rate to the panel survey is a moving average since people are signing up for the panel daily, therefore the response rate of the panel members is an estimate (Table 1).

The two identical on-line surveys were merged into one data set, and, together, yielded 582 completed surveys. The on-line survey data was weighted to represent the population of Montana, based on U.S. Census Bureau estimates of county populations. Forty-six of the 56 counties were represented, and once weighted, the proportion of survey respondents from each of those counties is equal to the proportion of Montana's population residing in each county. Residents from the following counties are not represented in the on-line survey data: Carter, Chouteau, Garfield, Golden Valley, Granite, Petroleum, Phillips, Treasure, and Wibaux. These counties represent 1.95 percent of Montana's population.

**Table 1: Response by Methods**

Method	# contacted	Responses	Response rate	Completed surveys
Intercepts	4,387	4,158	95%	4,158
On-line surveys	4,158	412	10%	582
Panel surveys	300	170	≈ 57%	

The intercept survey can be found in Appendix B and the longer on-line survey is found in Appendix C.

## Results

The results are presented in two sections. The first section represents results of the seven intercept questions asked of the 4,158 residents. The total park usage number is generated from these intercept questions.

The second section represents results of the longer and more detailed on-line survey including an overview of the demographics and characteristics of respondents, media habits of respondents, awareness of state parks media messages, the values respondents have for Montana State Parks, and the areas where they feel like they would like to learn more about state parks.

## SECTION 1: Intercept Survey

### Land Usage, Media Campaign Awareness

The average age of respondents to the intercept study was 46.87 years. Respondent ages ranged between 18 and 89 years old. Males represented 50.1 percent of the population while females were 49.9 percent of the population.



Slightly over half of Montana residents (52%) over the age of 18 visited a MT State Park at least once in the past 12 months. According to the 2010 US census, 989,415 live in Montana and 765,852 are 18 years old or over. That means 398,243 Montana residents 18 and over enjoyed MT State Parks at least once in the year. In addition, 74 percent of those 18 and over said they visited other public lands. This equates to 566,730 Montana residents (18 years old and up) who enjoyed other public lands in Montana at least once in the past year. Finally, 88 percent of Montana residents 18 years old and older (673,950) were active in outdoor recreation during the past year (Table 2).

Comparing residents by gender, males are slightly more likely to visit a state park, other public lands, and participate in outdoor recreation than females. However, females are slightly more likely to be familiar with the Montana Office of Tourism's Get Lost Campaign and to see or hear Montana State Park ad campaigns than males (Table 2).

Little variation existed by age category in terms of land usage, outdoor activity and media awareness (Table 2). The only trend observed is that as residents aged, their visits to parks and other public lands decreased as well as their outdoor recreation activity. Interestingly, younger residents were more likely to be familiar with the Get Lost Campaign than those 61 and over; however, those 61 and older were more likely to have seen a Montana State Park ad on TV or the newspaper (Table 2).

**Table 2: Montana Residents' Land Usage and Media Awareness by Resident Type**

	<b>All Residents (n=4,134)*</b>	<b>Males (n=2,065)</b>	<b>Females (n=2,053)</b>	<b>18-30 yrs. old (n=420)</b>	<b>31-45 yrs. old (n=1,058)</b>	<b>46-60 yrs. old (n=1,395)</b>	<b>61-75 yrs. old (n=726)</b>	<b>76+ yrs. Old (n=138)</b>
<b>In past 12 months.....</b>								
Visited a MT State park	52%	54%	50%	53%	56%	53%	47%	34%
Visited other public lands	74%	78%	69%	73%	77%	75%	71%	57%
Participated in any form of outdoor recreation in past 12 months	88%	90%	86%	92%	92%	88%	82%	74%
<b>Familiar with Get Lost Campaign</b>	61%	56%	66%	63%	65%	65%	51%	25%
<b>Recall recently seeing a Montana State Park...</b>								
TV commercial	34%	33%	35%	30%	29%	37%	39%	38%
Newspaper ad	7%	7%	8%	7%	6%	7%	8%	10%
Radio ad	8%	9%	7%	10%	9%	7%	5%	1%
No ads seen or heard	52%	53%	52%	54%	57%	51%	47%	49%

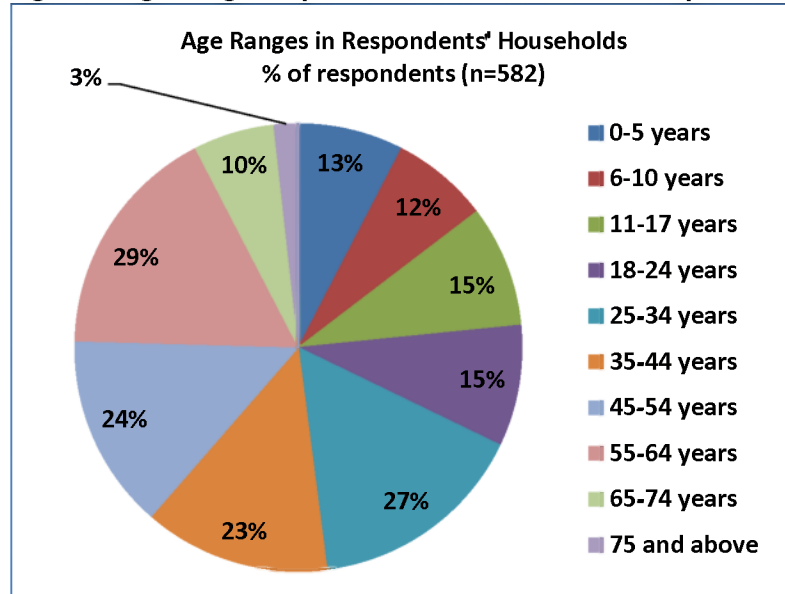
\*Weighted sample size

## SECTION 2: On-Line Survey

### Resident Characteristics, Media, Park Values and Use

Respondents were asked a series of demographic questions to identify their characteristics. Figure 1 shows the various age ranges represented in respondents' households with the highest percentage indicating that they had someone between the ages of 55 and 64 in their household. This was followed closely by the 27 percent of people who indicated they had someone between 25 and 34 years old in their household.

**Figure 1: Age Ranges Represented in Households of Respondents**



Respondents were also asked about their political views. Thirty-four percent indicated that their political views are “more conservative” while 27 percent considered themselves “moderate” (Table 3).

**Table 3: Political Views of Respondents**

Political Views	% of Respondents (n=582)
More conservative	34%
Moderate	27%
Independent	21%
More liberal	18%

Twenty-six percent of respondents have a Bachelor's degree and the same percent have some college experience (Table 4). The household income of 41 percent of respondents is less than \$50,000 while 46 percent have household incomes between \$50,000 and \$100,000 (Table 5). Sixty-one percent of respondents are employed full time (Table 6). The mean age of respondents was 46.12.

**Table 4: Respondents Level of Education**

<b>Level of Education</b>	<b>% of Respondents (n=582)</b>
Some high school	1%
High school diploma or GED	14%
Some college	26%
Associates degree	11%
Bachelor's degree	26%
Master's degree	17%
Doctorate	1%
Professional degree	4%

**Table 5: Annual Household Income of Respondents**

<b>Annual Household Income</b>	<b>% of Respondents (n=582)</b>
Less than \$25,000	13%
\$25,000 to less than \$50,000	28%
\$50,000 to less than \$75,000	27%
\$75,000 to less than \$100,000	19%
\$100,000 to less than \$150,000	10%
\$150,000 to less than \$200,000	2%
\$200,000 or greater	1%

**Table 6: Respondents Employment Status**

<b>Employment Status</b>	<b>% of Respondents (n=582)</b>
Full time	61%
Part time	10%
Seasonal full time	3%
Seasonal part time	1%
Unemployed	7%
Retired	16%
Student	3%

### **Media Habits**

Understanding the media habits of these respondents will help Montana State Parks decide where to direct marketing efforts. The sources of media that respondents indicated they use most often are radio, on-line news sites, TV programs, TV local news, and newspapers (Table 7). The source that respondents use least often is Twitter. Most of the other sources had responses spread out across the options.

**Table 7: Media Habits of Respondents**

Media Type	Never	Rarely	Sometimes	Often	Mean*
Radio	5%	15%	31%	50%	3.25
On-line news sites	5%	14%	36%	45%	3.20
TV programs	8%	17%	31%	44%	3.12
TV local news	9%	18%	27%	46%	3.11
Newspapers	5%	22%	32%	42%	3.11
Popular hobby/recreation magazines	13%	35%	37%	15%	2.54
Facebook	30%	13%	18%	39%	2.66
News magazines	15%	46%	27%	11%	2.35
You Tube	25%	35%	31%	8%	2.33
Mobile apps	55%	12%	19%	14%	1.93
Twitter	84%	11%	4%	1%	1.23

\*scale: 1=never; 2=rarely; 3=sometimes; 4=often

In a rural state like Montana, some do not have access to local stations when using satellite. To market effectively there should be an understanding of what portion of residents will see television messages if they are on local stations. Thirty-seven percent of respondents indicated that they have satellite television with local stations and 34 percent indicated that they have cable TV (Table 8). Fifteen percent of respondents indicated that they either have no television or do not get local stations with their satellite. Commercials running on local stations will not be seen by this portion of residents.

**Table 8: Television Services**

Type of Service	% of Respondents
Satellite with local stations	37%
Cable TV	34%
Broadcast TV antenna only	13%
No television	11%
Satellite without local stations	4%

Montana State Parks has invested in being visible to Montana residents through multiple media sources. Respondents were asked if they had seen or heard media messages from different sources and were asked to check all the places where they had seen or heard information about state parks. Ninety percent of all on-line respondents had seen or heard at least one of the Montana State Park media campaigns. Television commercials, newspapers, and television news were the top three avenues through which respondents saw or heard media about state parks (Table 9). Some respondents (5%) indicated that the outlet through which they heard about state parks was “other.” The most common written-in response for this was “bumper stickers.”

**Table 9: Awareness of Media Messages**

Media Outlets	% of on-line Survey Respondents Who Have Heard or Seen
TV commercial	51%
Newspaper	50%
TV news	40%
Montana State Parks website	37%
Radio	34%
Billboard	26%
Social media	15%
None	10%
Other*	5%

\*books, bumper stickers (5), email, FWP news releases, FWP podcast, Get Lost bumper stickers, Get Lost MT, Get Lost website, magazines (5), Montana Outdoors (2), other visitors, pamphlets, PBS (2), recreation.gov (2), state magazines, stickers (2), t-shirts, tourism literature, tourism magazines, travel brochure by county (1), Word of mouth (2).

Respondents were asked if hearing media concerning Montana State Parks made them feel more or less positive towards state parks. Most indicated that the messages made them feel more positive and less than one percent said they felt less positive after seeing or hearing the media (Table 10). Respondents were also asked if media influenced them to visit. Fifty-four percent indicated that it did influence them to visit, while 46 percent reported that they were not influenced. Respondents overwhelmingly felt that Montana State Parks are important (99%). Those who replied that parks are not important were asked why they felt that way. Of the four responses, three people said they do not use them and one commented that they are too expensive to maintain.

**Table 10: Media Effects and Importance of Montana State Parks**

<b>How did MT State Park media messages make you feel towards MT State Parks?</b>	
More Positive	67%
Neutral	33%
Less Positive	<1%
<b>Did seeing /hearing these media campaigns influence you to visit a MT State Park?</b>	
Yes	54%
No	46%
<b>Is it important for Montana to have state parks?</b>	
Yes	99.6%
No*	0.4%

\*Comments from those who said No: "Never use them." "I guess it's good/ Lots of people enjoy them. I just don't go there." "It is not as important to me to have state parks because they are not something I use. I do think they are great to have for out of state people that are visiting the state." "There are too many state parks; they are too expensive to maintain."

## Values of State Parks

Respondents were asked to indicate the reasons they value Montana State Parks. Recreation opportunities, natural areas, historical and cultural significance, and family recreation opportunities got the highest responses (Table 11). Three percent of respondents indicated that they valued parks for some “other” reason. The responses to the “other” option are under Table 11.

**Table 11: Values of Montana State Parks**

I value MT State Parks for...	% Who Value
Recreation opportunities	81%
Natural areas	79%
Historical and cultural significance	74%
Family recreation opportunities	72%
Educational opportunities	53%
Economic benefits to local communities	47%
Children’s activities	39%
Health benefits for citizens	37%
Other*	3%

\*aesthetics, sense of community, awesomeness in general; boat ramps; environmental health, fishing, freedom, fun, hunting and fishing but NOT developed recreation; just because they are there for me to go and visit; place to escape city; possible wildlife viewing; resource preservation, the beauty of protected nature; vacations (2).

Respondents were also asked to indicate what they would like to learn more about regarding state parks. Historical and cultural significance as well as recreation opportunities and natural areas were topics people would like to learn more about (Table 12). Twenty percent of respondents indicated that there were no areas that they would like to learn more about.

**Table 12: Topic Areas Where People Would Like to Learn More about Montana State Parks**

I would like to learn more about MT SP...	% of Respondents
Historical and cultural significance	49%
Recreation opportunities	46%
Natural areas	38%
Family recreation opportunities	32%
Educational opportunities	28%
Children’s activities	21%
None	20%
Health benefits for citizens	17%
Economic benefits to local communities	16%

Montana State Parks are partly funded by a vehicle registration fee of \$6.00. Another critical piece of information for state parks is the number of people paying the registration as well as why people choose not to pay the registration. Table 13 shows that most respondents are paying the fee for at least one of their vehicles. Twenty-two percent know they did not pay the \$6.00 fee, but 17 percent are not sure if

they paid the fee. Those who did not pay the fee were asked why they made that decision. Many said they did not know about the fee. Others said they could not afford to pay the fee. Another common response was that people felt they didn't use state parks enough to pay the fee. All of these responses can be found in Appendix D.

**Table 13: Percent of Respondents Who Have Paid the \$6.00 Vehicle Registration Fee**

	<b>% of Respondents</b>
Yes	61%
No	22%
Not sure	17%

### **Montana State Park Usage**

The on-line survey asked in which year respondents had last visited a Montana State Park. Table 14 shows that only two percent of the sample had never visited a park. Most respondents (70%) indicated that they had been to a state park in 2012, while 17 percent visited a MT state park most recently in 2011.

**Table 14: Year of Most Recent Montana State Park Visit**

<b>Year of Last MT SP Visit</b>	<b>% of Respondents</b>
Never visited	2%
2012	70%
2011	17%
2010	4%
2009	1%
2008	1%
2007	<1%
2006	1%
2005	<1%
2004	<1%
2003	<1%
2002	<1%
2001 or earlier	2%

Respondents were also asked which Montana State Parks they have visited. Table 15 shows that Lewis and Clark Caverns was the park most people have visited at 35 percent. Whitefish Lake and Missouri Headwaters have both been visited by 24 percent of respondents, followed closely by Bannack State Park and Giant Springs, both at 21 percent.

**Table 15: Montana State Parks Visited by 10% or More of Respondents**

	% of Respondents Who Have Visited		% of Respondents Who Have Visited
Lewis and Clark Caverns	35%	Salmon Lake	13%
Missouri Headwaters	24%	Wild Horse Island	13%
Whitefish Lake	24%	Anaconda Smoke Stack	12%
Bannack	21%	Big Arm	12%
Giant Springs	21%	First People's Buffalo Jump	12%
Lake Elmo	18%	Travelers Rest	12%
Finley Point	16%	Cooney	11%
Pictograph Caves	14%	Frenchtown Pond	11%
Thompson Falls	14%	Madison Buffalo Jump	11%
Granite Ghost Town*	13%	Makoshika	10%
Greycliff Prairie Dog Town	13%	Painted Rocks	10%
Lake Mary Ronan	13%		

\*it is believed that respondents confused Granite Ghost Town with Garnet Ghost Town

Important in all aspects of state park operations is understanding the motivations of residents for visiting their state parks. The top reason why these respondents visit state parks is the recreation activities (61%). People also visit state parks because they are close to home (57%) and they spend time with their family there (53%). Some individuals wrote in "other" responses to why they visit state parks. The responses can be found under Table 16.

**Table 16: Motivations for Montana State Parks Visits**

Why Visit Montana State Parks?	% of Respondents		% of Respondents
Recreation activities	61%	Experience Montana's history	42%
Close to home	57%	Exercise and health	37%
Spend time with my family	53%	Clean facilities	26%
Camping	45%	Safe facilities	24%
Water access	44%	Educational programs/speaker series	11%
Easy to get to	43%	Good service	8%
Free entry	43%	Other*	2%

\*other responses: by chance; curiosity; exploring; fishing; fun and wildlife classes; ghost towns; hunting, fishing, mushroom picking; on the way to vacation; photography; time with friends; to see the caverns; work.

\*\*respondents could check all that apply so percentages will add to more than 100%.

It is also important to understand what people do at Montana State Parks. Seventy-eight percent of respondents indicated that they relax when they are visiting a Montana State Park (Table 17). Also popular are enjoying nature and picnicking (64% and 62% respectively). Two percent of respondents



indicated that there were “other” activities they had participated in and those responses can be found below Table 17. Horseback riding and photography were mentioned twice each.

**Table 17: Activities Participated in at Montana State Parks**

Activities at MT State Parks	% of Respondents
Relaxing	78%
Enjoy nature	64%
Picnicking	62%
Hiking	59%
Fishing	55%
Camping	54%
Water activities	46%
Learning about history and culture	42%
Going to visitor centers	33%
Attend an event or program	14%
Other*	2%

\*ATV rides; climbing; disc golfing, rafting, mountain biking, backcountry skiing, snowshoeing, XC skiing, speaker series, entertainment; horseback riding (2); hunting; kite surfing, snow-kiting; photography (2); sailing; triathlons; walking; wildlife viewing; working out/fitness.

Respondents were also asked if they had any additional comments regarding Montana State Parks. One hundred and five additional comments were made, all of which can be found in Appendix E. The comments covered a diverse range of topics, but there were some common themes observed. Many of these comments were compliments to the state parks system, and expressed gratitude that Montana has state parks. Others took this opportunity to give their opinion on what they feel could be improved in Montana State Parks.

## Discussion and Conclusions

When discussing the respondents of the on-line survey, it is important to point out that 98% of them had visited a Montana State Park at some point in the last 10 years. Demographics and characteristics of respondents were varied. These respondents had diversity in age ranges in their households and had varying levels of education, although not many had advanced degrees. Political views of respondents also varied with most being more conservative but not by a large margin. Household incomes were divergent as well. Montana State Park users are all kinds of people.

The media habits of respondents varied as well. The traditional media types of radio, newspaper, and TV news were used often by many. On-line news sites were also often commonly used. Social media sites like Facebook and Twitter were less used than what one may have thought. There are a large percentage of respondents who indicate rarely using Facebook and most respondents rarely use Twitter. Media placed in traditional outlets would work well with these respondents.

Television news and commercials, as well as newspapers, are where half of these respondents have seen information about state parks. The Montana State Parks website and radio were media outlets where

some of the respondents saw or heard about state parks. A small percentage of respondents (10%) indicated that they had not seen or heard media in any of the outlets listed. The effect of hearing or seeing the messages were almost all either positive or neutral. Less than one percent of respondents indicated they felt “less positive” about state parks after exposure to the media messages. Fifty-four percent of people were influenced by state parks media to visit a park.

Montana State Parks are important to residents. Ninety-nine percent felt this way. Montanans value Montana State Parks for their historical and cultural significance, recreational activities, natural areas, and family recreation opportunities.

Most respondents indicated that they had paid the \$6.00 motor vehicle registration fee, but 17 percent weren’t sure if they had paid it. Of the 22 percent who did not pay it, many responded said that they didn’t know about the optional fee. These results suggest that additional education about the value of the fee and state parks could be helpful.

Montanans are using state parks. The most frequently visited parks include Lewis and Clark Caverns, Missouri Headwaters, Whitefish Lake, and Bannack. Most respondents indicated that their motivations to visit a Montana State Park include: recreational activities, being close to home, and spending time with their families. When visiting state parks in Montana, people enjoy relaxing, picnicking, hiking, fishing, and camping.

Overall, Montanans enjoy their state parks and they use them for a variety of reasons. Traditional media outlets will reach potential and current state park users and the media messages used recently have been seen or heard by many.

## Appendix A: Intercept Sites

### **Miles City/Glendive Surveyor**

Culbertson, Plentywood, Glasgow, Glendive, Miles City, Sidney, Wolf Point, Broadus.

### **Billings Surveyor**

Billings, Crow Agency, Laurel, Bridger, Red Lodge, Hardin, Lewistown, Columbus.

### **Bozeman Surveyor**

Bozeman, Bozeman Rest Area, Belgrade, Four Corners, Big Sky, West Yellowstone, Ennis, Three Forks, Townsend.

### **Gardiner Surveyor**

Livingston, Gardiner, Big Timber, White Sulphur Springs, Harlowton.

### **Dillon Surveyor**

Dillon, Rocker, Monida, Anaconda.

### **Shelby Surveyor**

Shelby, Sweet Grass rest area, Cut Bank, St. Mary, Havre.

### **Great Falls Surveyor**

Great Falls, Helena, Lewistown, Vaughn.

### **Kalispell Surveyor**

Kalispell, West Glacier, Hungry Horse, Columbia Falls, Whitefish, Polson, Libby, Eureka.

### **Missoula Surveyor**

Missoula, East Missoula, Wye junction, Lolo, Hamilton, St. Regis/Superior, Thompson Falls.

## Appendix B: Intercept Survey

Hello, I am with the Institute for Tourism and Recreation Research at the University of Montana conducting a quick survey regarding outdoor recreation in Montana. This will take about 30 seconds to answer. Would you be willing to answer 6 questions?

1. In which Montana County do you reside? \_\_\_\_\_
2. Have you visited a Montana State Park in the last 12 months?
3. Have you visited any other public lands in MT in the last 12 months? (e.g. National parks, National forests, BLM, wildlife refuges, reservoirs etc.).
4. Have you participated in any form of outdoor recreation in the past 12 months? (includes anything from walking a trail, to snowmobiling, to enjoying open space)
5. Are you familiar with the Get Lost Media Campaign?
6. Which of the following media messages, other than Get Lost do you recall seeing/hearing the past few months about Montana State Parks?  
    \_\_\_\_ Montana State Parks TV commercial  
    \_\_\_\_ Newspaper ad  
    \_\_\_\_ Radio ad  
    \_\_\_\_ None
7. What is your age? \_\_\_\_\_
8. Gender \_\_\_\_\_
9. Site Code \_\_\_\_\_
10. Date \_\_\_\_\_

## Appendix C: On-line Survey

Dear Montana Resident,

The state of Montana is currently assessing how many Montana residents use outdoor recreation facilities and areas, the condition of these areas, and what outdoor recreation activities your household has participated in during the last 12 months. We also need to know about your use of Montana State Parks. We need to know more about YOU! Please think about your entire household when answering this questionnaire. This survey should take approximately 10 minutes to complete. It is voluntary and you may choose to stop the survey at any point. Your responses will be kept confidential.

If you complete the survey you will be entered into a drawing for one of two \$250 Visa cards! If you have questions regarding this study, please contact Norma Nickerson, Director, Institute for Tourism and Recreation Research (ITRR), at the University of Montana, [norma.nickerson@umontana.edu](mailto:norma.nickerson@umontana.edu) 406-243-2328 OR Christine Oschell, Assistant Director, [christine.oschell@umontana.edu](mailto:christine.oschell@umontana.edu) 406-243-6454.

The research presents no more than minimal risk of harm to subjects and involves no procedures for which written consent is normally required outside of the research context. You will not be personally identified in any report and the data will be used for research at the Institute for Tourism and Recreation Research (ITRR). The resulting data will be confidential but will be made available to the general public in the form of a report. The survey involves questions about outdoor recreation in the state of Montana. Your participation is voluntary and you may decline to participate without any penalty. You may contact ITRR with any questions you may have or you may contact the Institutional Review Board at (406) 243-6670 if you have any questions about your rights as a research participant. By clicking “continue” below you provide consent and acknowledge your rights as a voluntary research participant.

In which county do you reside? \_\_\_\_\_

What is your zip code? \_\_\_\_\_

How often do you use or view the following?

	Never	Rarely	Sometimes	Often
Online news sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Popular/hobby/recreation magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV-local news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile APPs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You Tube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Our household has:

1. Broadcast TV (Antenna only)
2. Cable TV
3. Satellite with local stations
4. Satellite without local stations
5. No television

In which media outlets have you seen or heard information regarding Montana State Parks (check all that apply)?

1. TV commercial
2. TV news story
3. Newspaper
4. Radio
5. Social media sites
6. Montana State Parks website
7. Billboard
8. None
9. Other, please specify

How did these Montana State Park media messages make you feel towards Montana State Parks?

1. More positive
2. Neutral
3. Less positive

Did seeing/hearing these media campaigns influence you to visit a Montana State Park?

1. Yes
2. No

It is important for Montana to have state parks.

1. Yes
2. No (if no, please specify why) \_\_\_\_\_

I value Montana State Parks for their...(check all that apply)

1. Recreation opportunities
2. Family recreation opportunities
3. Educational opportunities
4. Historical and cultural significance
5. Natural areas
6. Economic benefits to local communities
7. Health benefits for citizens
8. Children's activities
9. Other

I would like to learn more about Montana State Parks....(check all that apply)

1. Recreation opportunities
2. Family recreation opportunities
3. Educational opportunities
4. Historical and cultural significance
5. Natural areas
6. Economic benefits to local communities
7. Health benefits for citizens
8. Children's activities
9. None

When was the last time you visited a Montana State Park?

- |                  |                     |
|------------------|---------------------|
| 1. Never visited | 8. 2006             |
| 2. 2012          | 9. 2005             |
| 3. 2011          | 10. 2004            |
| 4. 2010          | 11. 2003            |
| 5. 2009          | 12. 2002            |
| 6. 2008          | 13. 2001 or earlier |
| 7. 2007          |                     |

Select all the Montana State Parks you or members of your household have visited (HOLD down the control key to select more than one).

- |                                |                                |                         |
|--------------------------------|--------------------------------|-------------------------|
| 1. Ackley Lake                 | 20. Granite Ghost Town         | 39. Pirogue Island      |
| 2. Anaconda Smoke Stack        | 21. Greycliff Prairie Dog Town | 40. Placid Lake         |
| 3. Bannack                     | 22. Hell Creek                 | 41. Rosebud Battlefield |
| 4. Beaverhead Rock             | 23. Lake Elmo                  | 42. Salmon Lake         |
| 5. Beavertail Hill             | 24. Lake Mary Ronan            | 43. Sluice Boxes        |
| 6. Big Arm                     | 25. Les Mason                  | 44. Smith River         |
| 7. Black Sandy                 | 26. Lewis and Clark Caverns    | 45. Spring Meadow Lake  |
| 8. Brush Lake                  | 27. Logan                      | 46. Thompson Falls      |
| 9. Chief Plenty Coups          | 28. Lone Pine                  | 47. Tongue River        |
| 10. Clark's Lookout            | 29. Lost Creek                 | 48. Tower Rock          |
| 11. Cooney                     | 30. Madison Buffalo Jump       | 49. Travelers' Rest     |
| 12. Council Grove              | 31. Makoshika                  | 50. Wayfarers           |
| 13. Elkhorn                    | 32. Marias River               | 51. West Shore          |
| 14. Finley Point               | 33. Medicine Rocks             | 52. Whitefish Lake      |
| 15. First Peoples Buffalo Jump | 34. Milltown                   | 53. Wild Horse Island   |
| 16. Fish Creek                 | 35. Missouri Headwaters        | 54. Yellow Bay          |
| 17. Fort Owen                  | 36. North Shore                | 55. Yellowstone River   |
| 18. Frenchtown Pond            | 37. Painted Rocks              |                         |
| 19. Giant Springs              | 38. Pictograph Cave            |                         |

Why do you visit Montana State Parks? (check all that apply)

1. Close to home
2. Easy to get to
3. Recreation activities
4. Clean facilities
5. Safe facilities
6. Free entry
7. Experience Montana's history
8. Water access
9. Spend time with my family
10. Good service
11. Exercise and health
12. Camping
13. Educational programs/speaker series
14. Other, please specify

Please check all the activities that you and members of your household participate in while at a Montana State Park.

1. Relaxing
2. Picnicking
3. Spending time with family
4. Camping
5. Fishing
6. Hiking
7. Attend an event or program

8. Water activities
9. Enjoy nature
10. Learning about history/culture
11. Going to visitor centers
12. Other, please specify

We pay the \$6.00 annual vehicle registration state park fee for at least one of our vehicles.

1. Yes
2. No (if no, please specify) \_\_\_\_\_
3. Not sure

What is your gender?

1. Male
2. Female

How many people live in your household? \_\_\_\_\_

What is your age? \_\_\_\_\_

Please select all the age ranges that are represented in your household?

- |                 |                       |
|-----------------|-----------------------|
| 1. 0-5 years    | 2. Part time          |
| 2. 6-10 years   | 3. Seasonal full time |
| 3. 11-17 years  | 4. Seasonal part time |
| 4. 18-24 years  | 5. Unemployed         |
| 5. 25-34 years  | 6. Retired            |
| 6. 35-44 years  | 7. Student            |
| 7. 45-54 years  |                       |
| 8. 55-64 years  |                       |
| 9. 65-74 years  |                       |
| 10. 75 and over |                       |

Please tell us if you have any additional comments about Montana State Parks. \_\_\_\_\_

What is your highest completed level of education?

1. Some high school
2. High school diploma or equivalent (GED)
3. Some college
4. Associates degree
5. Bachelors degree
6. Masters degree
7. Doctorate
8. Professional degree

What best describes your annual household income in US dollars?

1. Less than \$25,000
2. \$25K to less than \$50K
3. \$50K to less than \$75K
4. \$75K to less than \$100K
5. \$100K to less than \$150K
6. \$150K to less than \$200K
7. \$200K or greater

Do you consider your views:

1. More conservative
2. More liberal
3. Moderate
4. Independent

What is your current employment status?

1. Full time



## Appendix D: Reasons for not paying the \$6.00 motor vehicle registration fee

Already pay in taxes
Another family member has the passes.
Because I go to the free parks and state land I will not pay to get fresh air
Because I rarely get to go
Because it has been many years since I have used a state park.
Because it is an optional fee, and we are a single income family.
Because we do not plan ahead to visit a state park. It is usually spur of the moment. We live in the Judith Mtns so it is kind of like our own state park.
Children grown and out of the house so there is less travel to these area.
Did not know it was available.
Did not know that option was available
Didn't know about it
Didn't know about it
Didn't know about it
Didn't know about it
Didn't know about it
Didn't know about it.
Didn't know I had to Unless it is included in registration fees and then I do
Didn't know it was an option
Didn't know there was a fee.
Didn't know there was one.
Disabled pass
Do get to the parks that often
Do not know about it or ever remember being asked if I wanted to participate
Do not know where to purchase
Do not use on a regular basis
Don't go but maybe once in 5 years
Don't go often enough
Don't go that often
Don't go to the parks that much
Don't go very often
Don't know, just didn't
Don't use enough parks I guess.
Don't use the state parks
Don't usually get to visit state parks.
Have 6 vehicles-
I do not feel that is the government's decision whether I pay with my licenses.
I do not visit that many state parks.
I do. I forgot on last window

I don't know
I feel it is unnecessary.
I have no idea
I have only visited a state park once in 10 years
I may have in the past but have not visited any place requiring the fee for quite a while
I never think that it is necessary
I used to
I was not aware there was a fee.
if it is with our vehicle license then we do, we used to buy the passports
I'm never the one driving...
Inflation
Infrequent visits to parks
just didn't need it
Just don't figure that it will be in any parks.
Just recently moved to Montana just over a week ago and have not had the opportunity. But I certainly will soon.
Military
Mistake-we pay it on more than one vehicle
My travel plans are uncertain.
n/a
N/A
Never have gone to a Montana park.
Never really thought about it, we Just pay the basic bill.
Never thought about it.
Never went in my vehicle
None at the time
None close enough to warrant paying the \$6.00. gas is too expensive to travel for leisure.
Not sure.
Other than camping we do not visit many state parks anymore. Kids are grown and out of the home.
Park is within walking distance of home
Poor advertising of what the \$6.00 is used for.
Possibly do...I am not sure. Is that included in our vehicle licensing?
Rarely go to state parks
Rarely use the state parks
Senior pass
Seniors
Short on money.
Should not be included on vehicle registration
Single, too busy to justify.
So it is always available to use whenever I might need it.

The company paid for us to get it.
The cost of living
Too cheap
UNSURE IF WE DO. WOULD BE WILLING TO
We did pay, misunderstood the question
We do pay the fee
We don't go to them so it is not utilized by us.
We don't visit often enough
Wouldn't regularly use it.

## Appendix E: All Open-Ended Responses

Do you have any additional comments regarding Montana State Parks?

Access for canoeing launching and take-out is what I use more often.
Awesome access, close to home, just need more camping areas sometimes.
Be nice if Montana State Parks were like ones in Oregon.
Enjoy them very much.
Enjoy very much.
For the most part we are very proud of them and the state of Montana.
Get rid of the environmentalists and open the land again. Kill all wolves.
GREAT
Great, keep them around!!!
Hosts we met are very professional and friendly
I am going to now look if you have a Facebook page.
I appreciate the politeness of the park staff members that I have encountered. I think management and education of the staff is done well.
I can't think of a single State Park within 100 miles of my home.
I grew up here, I don't know a state park from federal lands from federal parks. I know where to go to hike...if you want to draw lines for study purposes you probably need to be more specific about which is which. I'm sure we have been in a 'state park'.
I hope that state parks stay primitive and that developed recreation for RV camping and OHV use is minimized. Also, state parks should not negatively impact the Fish and Wildlife budgets for FWP.
I hope to be able to visit more of the State parks in the next year. I just moved to Montana less than a year ago, and haven't seen much of the State yet.
I hope you continue to provide them. They are culturally important on numerous levels.
I just like the fact that Montana takes pride in their parks.
I just retired to Montana in 2012. I am looking forward to seeing many more Montana state parks.
I left Montana when I turned 18 and lived all over the world. When I had my daughter in Atlanta, Georgia I immediately moved home to Montana. Montana State Parks and the beauty of this state were something I wanted my daughter to grow up experiencing as I did.
I love the beauty of Montana and I feel the Montana state parks are very well maintained.
I love them!!
I love visiting the parks just to do something on the weekend. Great times and great memories!
I plan on going to Lewis & Clark caverns.
I plan to visit as many as I can, I love Montana!
I think more easily accessible information about state parks would benefit Montana and Montanans. I think the free camp sites are wonderful, although they do need to be patrolled more often as this attracts transients. More trash and recyclable cans would be helpful as well.
I think they are great! They are well kept.

I totally disagree with how there are so many areas in the forest where access is denied due to grizzly preservation, etc....
I was born in Montana, Keep them going!
Our out of state friends think Montana is beautiful and offers a lot of outdoor activities and so do I.
I wish I knew more about ones not close to my home.
I would like to see more opportunities for families and some parks need better access. It would also be nice to have more things for small children to enjoy.
I've always loved state parks, regardless of where I've lived. Love Montana's too!
I've enjoyed each one I've visited and have learned more about our great state.
Keep doing what you're doing! We appreciate it.
Keep it Wild!
Keep up the good work!
Let's keep them protected.
Like the Montana Parks I spend time with my family.
Love
Love the state and national parks that we have access to in the state
love them
Love them all....what a great state!
Love them!
Love Them!!!
Montana State Parks system makes us happy to pay our taxes. Wish other state activities did too.
Montana state parks are amazing. Access to outdoor recreation opportunities is one of the most important things about living in Montana.
Montana State parks need to be regulated more often. I am always seeing abuse to recreation areas. There is not enough trash containers and it's causing pollution to beautiful parks as the population increases. Dirt roads need to be grated or oiled more of
Montana's state parks are fantastic and my family visits them at least four to six times a year.
More ATV and dirt bike trails are needed.
More designated ATV trails would be great.
More screening needs to be done when hiring camp hosts and staff some in recent years have been very rude I had a bad experience with one at Wayfarers the summer of 2010 and have not been back since then.
Most are adequate. Most supply the basic needs. Pay for use is good.
My goal is to see all the state parks in Montana
N/A
Need boat docks at Mary Lake Ronan and Logan on Thompson Lake.
Need to support them!
Never go, there are too many national forests and parks in the area.
On the question of which parks we attended [for multiple selections] when I held down the shift to select multiple it selected numerous parks [in between] I did not go to. So I did not answer that question. If you would like me to properly answer that question, please contact me.
Our family loves any time we can get out and take advantage of the sights around Montana...thank you.
People would use them more if they were promoted more.

Seems to be lots of conflict between dog owners and people who don't like dogs at water rec sites. Maybe make a few places dog-free for that crowd, but remind people that dog owners are allowed to use sites just like anyone else. I'm a dog owner and like to use the state parks.
Simply, we need more of them with private land being locked out by large corporations.
So much natural beauty to be enjoyed.
Some are in disrepair state. I understand the budget is all new game, but we need to explore other ways to Clean/improve/upgrade through volunteer programs/ retraining programs/ re-education of citizenry.
Some roads are in bad shape during prime time.
South Sandstone reservoir would be nice to be made into a state park. It sees much use from people locally as well as people from nearby cities. It could really benefit from state funding.
THANK YOU!!
The reservation system for State Parks for Montana Residents suck! Out of staters should have to reserve but not MT residents. It's very inconvenient to reserve and then should you have to cancel for whatever reason, and not get a refund is absurd. We love them and want to use them.
Their natural resources should be used in a responsible way.
There are some real gems!
There is a lot of Montana and a lot of recreation opportunities-a lot of Montana history that still needs to be preserved and accessible for Montanans and our visitors.
They are an important part of Montana. Without them people can enjoy the sights but really have nowhere to go to actually be in the place unless they go into Forest Service. They are very accessible for those who don't have the experience or want to go in somewhere close to home.
They are beautiful and we should protect them. This is what the USA has for all of our citizens and should be taken care of for our future children and their children.
They are hidden treasures that until this survey I never thought too much about thank you for the reminder to enjoy them.
They are one of our state's precious resources.
They are treasures in the Treasure State!
They are wonderful gems of the state!
They need to quit locking OHV users out of the places they love!!
Travel between parks lack adequate facilities to accommodate campers with sewage dumps, fresh water and well lit safe areas for overnight parking.
Visitors should be encouraged to keep them clean. The State of Montana should keep them safe.
We are so lucky to have so many opportunities, in Montana, to enjoy out state parks.
We are very lucky to live in Montana and have all the outdoor advantages we have.
We enjoy camping and relaxing at the State Parks, they are kept clean and in good repair.
We enjoy the facilities for the most part but feel some of the surrounding states put more into their programs ie. North Dakota.
We are somewhat ashamed of the rest areas en route. They are for the most part dirty and very basic and unattractive, not
We love our parks! Wish we had more opportunity to spend time in them.
We love the historical sites, and believe that preserving access to them should be a vital part of the state's budget.

We love them and they are truly the only access any more to the lakes because of all the homes around those areas.
We love them and wish there were more State Parks.
We love them!!
We pay the park service charge on all of our trucks and cars, just so Montana can have the extra money to work with.
We use state parks often and appreciate the fact we have so many great ones in our area.
Whereas developed parks are nice we also prize and enjoy the less and/or undeveloped natural settings.
wonder of nature and not lots of people
Wonderful parks; hope to have them to visit for years to come.
Would like to see more water and Electric hook ups for camping, My wife & I are handicapped, and would like to see dumping stations for campers at state parks.
You are doing an excellent job! Keep up the good work! THANK YOU!
You need to have more advertising/awareness of Bannack. It is the absolute beginning of the existence of Montana. It is unique in the West if not the country as it is all original, not a created town and its mandate for preservation not restoration keep up the good work.
You should look into using more volunteer help to offset raising fees.
You're doing a great job!
Love our State Parks!